



January 18, 1996

JIM MERUSI
Key Account Manager

P.O. Box 452
13 Industrial Drive, Unit #3
Mattapoisett, MA 02739
508-758-3664
Fax 508-758-2108

TO: R. F. Kane

RE: CUMBERLAND FARMS MANAGEMENT CONTACTS

Dear Rich:

As a result of our initiating contact with General Managers and Regional Managers with Cumberland Farms, our position has been enhanced at store level.

Areas of impact have included:

- * Improved contract compliance as a result of achieving a better understanding of requirements and benefits at all levels within Cumberland Farms.
- * Developing display configurations which are better suited for individual stores/markets, but still maintain the integrity of our contracts.
- * Gaining supplemental displays for temporary programs i.e., Forsyth Alliance, SME programs, store openings, etc.
- * Additional cents off standard 3 pack price on RJR brands in conjunction with our Co-marketing price reductions.
- * Supplemental advertising, interior and exterior.

As previously stated, Cumberland Farms General Managers and Regional Managers have a great deal of autonomy relative to decision making.

In establishing stronger interaction with Cumberland Farms Field Management and where we have gotten them to achieve a "Sense of Ownership" with our programs, our ability to increase our business has improved.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim".

J. L. Merusi

JLM/sec

51862 0662

"We work for smokers."